

THE **IGNITION**

CODE

**SUPERCHARGE
HER SEXUAL DESIRE**

**SPEED
REFERENCE**

CARLOSXUMA.COM

Intro

The right mindset

Apps, texting and emails are not a stand-in for face-to-face communications

- They are tools to build to better face-to-face communication
- Tools to "get ahead of the game" before you actually meet her

Guys' biggest mistake: not using these "tools" the right way

- Even if they don't make any mistakes... They don't get the most out of texting/messaging
- It is possible to...
 1. Use apps, email, texts to set the tone for a date
 2. Create a dynamic where she chases you Instead of you always chasing her
 3. Build attraction before you even meet her face-to-face

A phone number doesn't guarantee a date

- If you get a number, it is not a "win"
- Any number of reasons she could turn you down after giving you her number

1. She met someone she liked better later on
2. Her friends talked you down
3. She was drunk and she doesn't even remember you Or she talked to 3 guys that night and she's not sure which one you are
4. She kind of liked you, but wasn't sure
 - She thought she'd give you a chance
 - But the odds are against you You have to impress her with your phone game to score a date

Take an active approach using texting, messages and apps

1. Convince her you are worth her time
2. Build an attraction dynamic
3. "Set the table" for physical attraction and sex
4. Show your best attributes to her
5. Stand out from the crowd With good phone game, she will think that you are different from other guys

A better choice than guys who have more swagger, are richer, better looking, etc

Even if you contact her on a dating app and not face-to-face

The idea of "building"

The idea of vetting

These are great tools for building your confidence as well

Why this is so important (for EVERY guy)?



Intro

The right mindset ⊕

The idea of "building" ⊕

The idea of vetting ⊖

Another advantage of using texting and apps ⊖

It is easy to find out about her ⊖

1. Is she high maintenance?

2. Will she stand you up?

3. Is she a drama queen?

4. Is she a gold digger?

5. Is she going to play games with you?

These are great tools for building your confidence as well ⊕

Why this is so important (for EVERY guy)? ⊕

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- The right mindset ⊕
- The idea of "building" ⊕
- The idea of vetting ⊕
- Why this is so important (for EVERY guy)? ⊕

These are great tools for building your confidence as well

Texting, emails are the perfect start to seduction

1. You don't have to think on your feet ⊖
 - You can check what you are saying before you hit send
 - You won't have to worry about freezing up
2. You can build your confidence as you build attraction with her ⊖
 - You can feel confident for a face-to-face meeting ⊖
 - Even if you usually lack confidence
3. You can gauge her responses and pause and figure out how to respond accordingly

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- The idea of "building" ⊕
- The idea of vetting ⊕
- These are great tools for building your confidence as well ⊕

Why this is so important (for EVERY guy)? ⊖

You WILL use phone, text, social media and email with a every girl you want to date ⊖

- (Even if you don't belong to dating sites or use apps) ⊖
- Even if you don't have Facebook ⊖
- This is important stuff to learn
- This is just a part of communication in modern life
- You need to learn to avoid common mistakes ⊖
- Things that are going to ruin your chances
- Or at least make it harder for you
- You can use this communication to build attraction ⊖
- Don't waste a perfect opportunity to get ahead in the game
- If you don't learn these strategies, you are wasting an opportunity
- You can set yourself apart from other guys ⊖
- Most guys don't know how to use these tools to build attraction
- They make one huge mistake: ⊖
- They treat messages, etc just like face-to-face interactions ⊖
- They don't seize the opportunity to build attraction and build themselves up
- She won't see that there is anything special/worthwhile about you ⊖
- You could be interesting/funny/romantic/etc ⊖
- If you don't show her these qualities in your messages, she will never know about them

Ignition Charisma - Monopolize & Captivate Any Girl

REVIEW:

We covered the Cone Of Silence Principle

We covered Digit Domination

5 Minute Enchantment

If it takes longer, you're not doing it right

Women don't have attention spans ☹️ Younger - even less

Charisma on Command ☹️

- Body Language
- Vocal Tonality
- Psychological posture
- Word choice & phrasing

Charisma is: ☹️

- Presence ☹️ Commanding attention
- Power ☹️ Confidence
- Warmth ☹️ Sincerity

Run out of things to say ☹️

- not really
- You just ran out of things you feel you CAN say to a stranger
- Start breaking that barrier! ☹️ Drunk talk
- Tell them about a weird family drama

PRINCIPLES: ⊕

TRICKS: ⊕

RESOURCES: ⊕

Next up: ⊕

Ignition Charisma - Monopolize & Captivate Any Girl

REVIEW: ⊕

5 Minute Enchantment ⊕

PRINCIPLES: ⊕

TRICKS: ⊕

RESOURCES: ⊕

Next up: ⊕

- Most beautiful girl first ⊕
 - Only if your self-esteem is strong
 - Don't blow yourself out of the water
- Remember about Beauty: ⊕
 - Beautiful women are like second-term presidents - INSECURE
 - She's only as confident as the space since her last compliment
- RULE: ⊕
 - ALL texts must inspire emotional reaction
 - Even negative emotional is better than NONE
- Enticing Words ⊕
 - Russel Brand
 - Not sex - ⊕ So 'ow's your father, if you know what I mean
 - Not Walk ⊕ Stroll
 - Not eat ⊕ Scoff
 - MORE: ⊕
 - FAE ⊕ forever and ever!
 - Flabbergasted
 - Egotastic ⊕ Combine words
 - Plethora
 - Galvanized
 - www.coolestwords.com
- Over the top phrases: ⊕
 - The hand/finger of God
 - Universally apocalyptic
- Revive ⊕
 - Use old or dated phrases
 - 60s, 70s, 80s ⊕
 - Rad
 - Mint
 - Stoked!
 - Dope!
- Extreme science ⊕
 - Cosmic singularity
 - Dark matter
 - Event Horizon
- Quote someone ⊕
 - Yoda
 - Cartoon characters
 - Dead presidents
 - Pop Culture
- Don't send pictures ⊕
 - Until she's fully engaged and you are meeting up
 - Send image of just your finger, or from eyes up.
 - NO DICK PICS!!!!

Ignition Charisma - Monopolize & Captivate Any Girl

REVIEW: ⊕

5 Minute Enchantment ⊕

PRINCIPLES: ⊕

- Commitment trick: ⊖ "You're not the kind of girl who gives out her number and then flakes out later, are you?"
- The Back-burner ⊖ Flakes will happen
 - Keep old numbers on the back burner ⊖ one week max
- Reminds me of... ⊖ You can say this and change the conversation to ANYTHING
- Principle: ⊖ People admire, respect, and want to talk to those with non-judgmental conviction in their own values.

TRICKS: ⊕

- WHO IS THIS? ⊖
 - The great shut-down
 - How to handle: ⊖
 - 1. Wait 10-30 minutes
 - 2. Send: ⊖
 - LOL - What a player... How many hot guys named Carlos you hitting on? :)
 - Then a reminder ⊖ btw: after we met at Matrix Lounge, I got pulled into a Mosh in North Beach. Only lost 3 teeth!
 - Beware text humor ⊖
 - Remember: ⊖ Women don't read humor unless it's obvious
 - But follow up with a funny observation text ⊖ Just ordered Thai Food from a crazy looking Frenchman - should I be worried?
 - How she will follow up: ⊖
 - 1) Nothing (most likely)
 - 2) She will remember you and reply
 - 3) Will keep fishing for details on you
- Destroy suspicion: ⊖
 - She will be suspicious of your motives
 - EXCEPT when you're expressing thanks and gratitude
 - Thank you so much... ⊖ Even say this when what they say is lukewarm
- Remember: ⊖ No one cares what you say if they don't think you're their friend
- RULE: ⊖
 - 3-4 texts before meetup
 - NO MORE ⊖ Until after - when you're handling logistics
- Text same-day ⊖
 - The younger she is, the less you can setup a date in advance
 - Same-day go out ⊖ Spur of the moment

RESOURCES: ⊕

Next up: ⊕

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REVIEW: ⊕

5 Minute Enchantment ⊕

PRINCIPLES: ⊕

TRICKS: ⊕

RESOURCES: ⊖

Russel Brand videos

Jimmy Fallon

Robin Williams

Will Smith

Body Language Breakdowns

Next up: ⊖

Gamification - the secrets of addiction

What to text first - and what NOT to text

Sexting Secrets

High Speed Hookups

INFLUENCE

Is it real?

- QUESTIONS:
 - Do you ever find yourself helping others, even when you don't want to?
 - Are you always feeling guilty when you tell others "no"?
 - Do your friends guilt trip you into doing things you don't want to do?
 - Are you tired of feeling like someone else is pulling the strings?
 - Are you tired of being a victim?

- Controversial
 - I'm not suggesting that you hypnotize or make women do anything against their will...
 - People think of CIA and police interrogations As well as "Big Brother"
 - Can be used for good and bad
 - Victims and Predators

- Mind Control is:
 - Deception
 - Manipulation
 - Hypnosis
 - Subconscious
 - Cults
 - Thought Control Submission
 - Persuasion Influence

- The Goal is:
 - Changing beliefs
 - Changing behaviors
 - Gaining power over them
 - Jedi Mind Trick
 - Mental Domination
 - Make them do what you say

- The TRUE Power: Control over SELF
 - Overcome limitations
 - Negative emotions
 - Negative thinking
 - Self-sabotage
 - Get rid of bad habits/beliefs
 - Increase capacity
 - Achieve

- Yes, it really exists, in many forms
 - Forms:
 - Peer pressure
 - Parental "authority"
 - Symbols & Rituals
 - Coercion
 - Mind games
 - Social pressure
 - Basic Human responses
 - We fear it and look away... Yet everybody wants this power.
 - Power hungry / Control freaks
 - Base Emotion: FEAR
 - Fear of loss
 - Fear of pain
 - Fear of fear
 - Fear of death

- Yet the media and advertisers do it every day
 - Sales and advertising is the gateway to this field
 - Politicians are experts Century of the Self
 - 5 Forms you encounter everyday:
 - Color of a pill will make you think it works - Sleep=blue
 - Priming: Flowers = fresh at grocery store
 - Phrasing! Government = refusal
 - Bond with people you sing with
 - Cars have facial expressions

- Government experiments in mind control
 - Brainwashing
 - Drugs
 - MK Ultra
 - Sensory deprivation
 - Psychological brute force

- Three uses:
 - Influencing others
 - Influence yourself
 - Avoid being manipulated

Also for reading people
We will call this "Influence"

The Addiction Principle

Basics of Influence

Power Scale:

Techniques:

OTHER RESOURCES:

INFLUENCE

Is it real? ⊕

The Addiction Principle



Basics of Influence ⊕

Power Scale: ⊕

Techniques: ⊕

OTHER RESOURCES: ⊕

INFLUENCE

Is it real? ⊕

The Addiction Principle ⊕

Basics of Influence ⊖

Power Scale: ⊕

Techniques: ⊕

OTHER RESOURCES: ⊕

Guide to Human psychology and manipulation, persuasion, and deception

All influence is through language

Manipulators need: ⊖
Dependency (on them) ⊖ For emotional support
Sometimes financial
Immaturity ⊖ Eager to please impulse

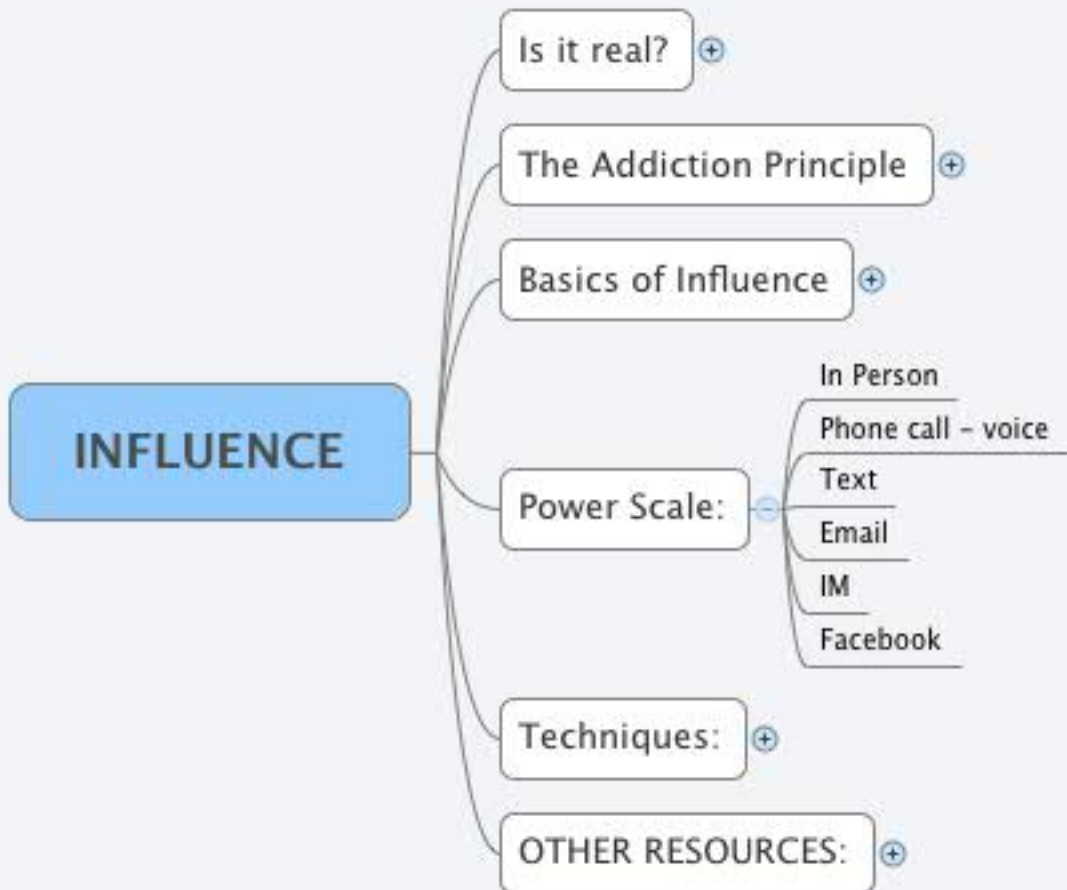
FIRST ⊖

Know thyself
What drives you?
What are your weaknesses?
Examples: ⊖
Naive
Passive
Fear of negative emotions/reactions
Low self esteem
Low self confidence
Over thinking
Under thinking
Emotional neediness

Take an inventory of your own ⊖
Bad habits
Ways people game you
Weaknesses
Desires
Fears

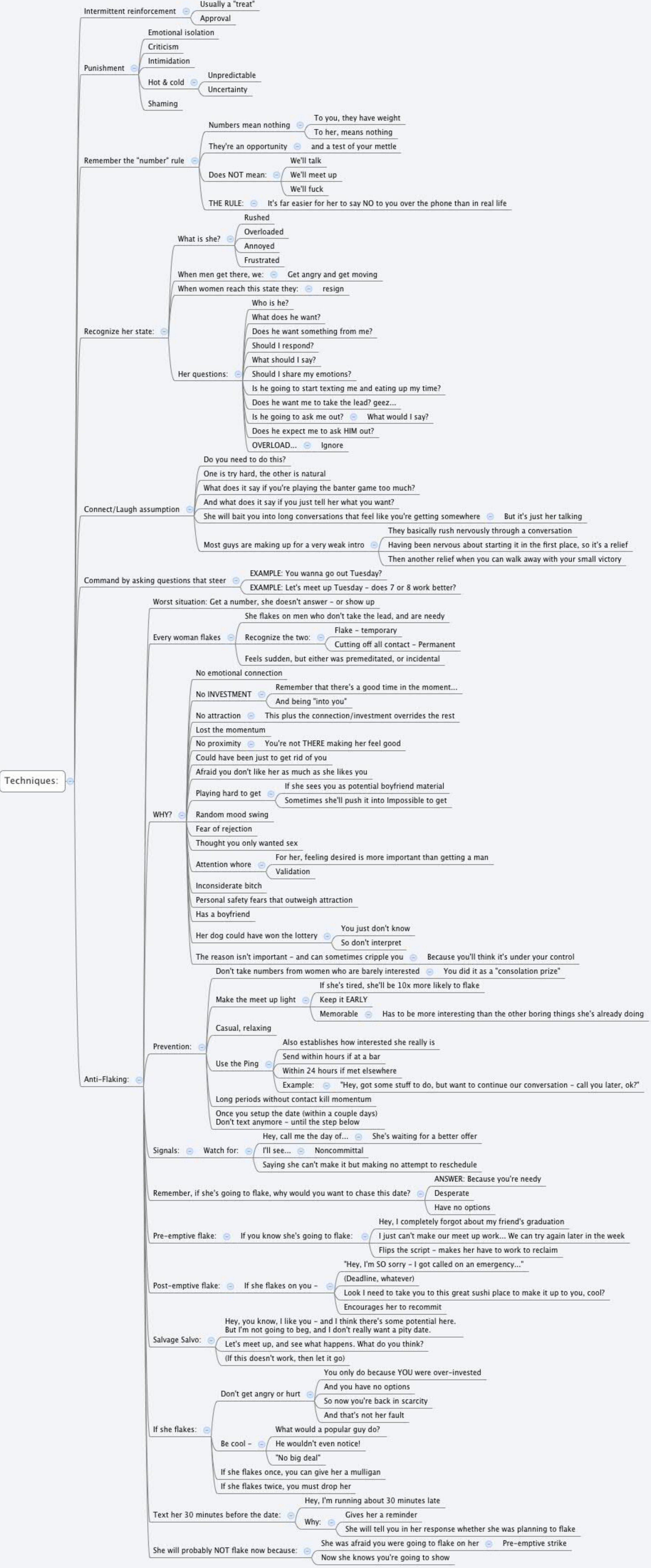
Create compensation strategies ⊖ EXAMPLE: ⊖
If you know you want recognition, have a way you can get it elsewhere first.
Maybe call mom & dad, or someone in the family

PRIMARY STEPS: ⊖
1. Read the person
2. Apply the appropriate techniques
3. Review feedback - adjust



INFLUENCE

- Is it real?
- The Addiction Principle
- Basics of Influence
- Power Scale:



OTHER RESOURCES:

INFLUENCE

Is it real? ⊕

The Addiction Principle ⊕

Basics of Influence ⊕

Power Scale: ⊕

Techniques: ⊕

OTHER RESOURCES: ⊖

Robert Cialdini ⊖ Influence

Michael Jones ⊖ Mind Control

Jeffery Dawson ⊖ Mind Control

Cognitive Distortions ⊖ Google

Power Social Skills ⊖ WWW.POWERSOCIALSKILLS.COM

Game Her Mind

ADDICTION

Habit Creation

Habit creation steps

1. Get started

Hook her

- Habits cause involuntary response
- The way people act is often based on habit, not logic
- Habits are usually formed by things that happened in the past
- They are extremely hard to break
- Your goal should be:
 - Become part of habits she already has
 - Do not try to make her form new habits
- 2/3 of addicts fall off the wagon
- People abandon diet and go back to their old way of eating
- Women always fall for "the same kind of guy"
- Even though it ends badly every time
- You check your email every morning even when you are sure there is nothing new in the inbox
- People always fall back onto old habits
- Almost like they are programmed to react a certain way
- Important point:
 - Habits often cause involuntary action
 - You can't help but do something
 - You can tap into this power so that she can't help but continue communicating with you
- You need a initial hook to start the addiction process
- Something to trigger her to feel a connection with you

First rule: use habits that she already has to get your foot in the door

1. Find the right medium:

- Does she check Facebook, twitter, instagram?
- Does she text a lot?
- Is she active on a dating site?
- Where can you communicate with her the best?
- Easy to find 1-2 options because most people spend a lot of time on the phone/internet
- Goal is to build on a habit she already has...
 - Like going on Facebook
 - It's like you are adding onto her habit
 - 1. She goes onto Facebook at lunch
 - 2. She goes onto Facebook at lunch + to see what you wrote to her

2. Take the pressure off yourself

- Another advantage of hooking her online is that you can take your time
- Craft the perfect hook and edit your hook before you send it
- She is going onto these sites seeking something good...
 - She is more likely to see your message as positive because of this mindset

3. Solve her problem

- This is the first step to get her to habitually look for your messages
- Solve her boredom
 - Examples:
 - 1. She is bored at work
 - 2. She is bored with guys always saying the same stuff to her
 - 3. She is bored with life in general
 - For her, using social media/dating sites is about escapism as much as it is about communication
 - Your goal is to become part of her escapism

4. Set the hook

- She wants something different/exciting
- First contact should leave her thinking: "what's next?"
 - If she thinks this, she is already hooked
 - She won't be logging in just to check Facebook
 - She'll be logging in to see what you wrote to her on Facebook
 - "What joke is he going to send today?"
- Keywords: fun, cryptic, slightly naughty
- Example of messages that will leave her thinking "what's next?"
 - You will never set the hook with "How are you?" or "What's up?"
 - 1. Perk her interest
 - Send messages that are a bit cryptic and out of the blue
 - 1. "you got to go to that place... that sandwich was literally life-changing"
 - 2. "Would you ever consider dating a guy who wears sneakers with a suit?"
 - 3. "So I have this rule... not sure if it is worth breaking it, but I'm tempted"
 - 2. Let your feelings be known
 - Always inject a little flirtation in your first "hook" messages
 - Any chance to put the idea of you and her together
 - "Do you kiss on the second date?"
 - If you like me, you'll love two-beer me
- Goal is always to become part of her habit
- Test: take it away
 - 1. Message her for a few days.
 - 2. Then stop for a day or two
 - 3. See if she tries to contact you
 - If she does, the hook is set

2. Get her to act

Make her feel invested

The "game" really starts when she feels invested in you

- That she could lose the good feeling she gets from you
- If she doesn't act
- This is the dynamic that you want
 - She is responding to you
 - She is playing your game
 - She is the one who is actually doing the "chasing"

The same way advertisers get you to buy a product

- Example:
 - 1. You need this beer because it makes you look cool
 - 2. You need this shaving cream because it makes your face smooth
 - 3. You need this car because it makes you look masculine
- If you act, you get a reward
- If you buy the product, you get the quality that the product promises
- i.e. You become cool, better looking, more manly...

She has to make an investment (time, effort, emotion)

Has to be an all or nothing proposition

- She makes the effort or she loses the "game"

Ways to do this

- It depends on her personality
- Some general ideas that could work
 - 1. "I'm about to confess my feelings..."
 - Say you have "something" that you want to tell her/want to confess
 - But then don't follow up with the "confession" message
 - Just let the idea hang there and see what she does
 - 2. Whose that girl in the picture?
 - Share pictures with her that show you with other girls
 - Nothing sexual or romantic, just you having fun with other females present
 - 3. More on making her "play the game" in a minute
- Remember why you are doing this...
 - You are getting her to feel invested
 - Something is at stake for her
 - You are becoming more than a habit
 - You are becoming something that she needs... addiction

3. Habit to addiction

The goal of becoming part of her habit and making her feel invested

- To get her to react to you automatically
- React to you using emotion, not logic
- You become part of her online habits...
 - She is going to come back to those habits again and again
 - Even if you fail to get her to feel invested the first time...
 - She will still fall back on the habits that you created with her
 - Little risk for you when it comes time to get her to invest
 - When she does start to invest, something important happens
 - She goes from wanting to interact with you to **NEEDING** to interact with you

GAMIFICATION

USING CELL PHONE



